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# William Shatner Announced as SoClean Spokesperson and Ambassador

BY [SOCLEAN](#) / MONDAY, 03 JUNE 2019

/ PUBLISHED IN: WILLIAM-SHATNER, SLEEP-APNEA, CPAP-THERAPY,  
FEATURED

*Actor and Comedian Will Help the Company  
Behind the Groundbreaking CPAP Cleaner  
Advance Its Mission to Improve Lives of Sleep  
Apnea Sufferers Worldwide*

**Peterborough, New Hampshire June 3, 2019**—[SoClean](#), the creator of the world's first automated CPAP cleaner and sanitizer, announced that actor William Shatner—a CPAP user and SoClean customer himself—will serve as an ambassador and spokesperson for the device.

Dean Marcarelli, CMO of SoClean, stated: "When identifying a celebrity spokesperson, it was important to us to partner with

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The first television advertisements featuring Shatner will air this month, helping SoClean advance its mission to improve the lives of people with obstructive sleep apnea (OSA). Additionally, Shatner's presence will be seen across SoClean's [YouTube](#), [Twitter](#), [Facebook](#), [LinkedIn](#) and [Instagram](#) platforms.



"After I was diagnosed with sleep apnea 10 years ago, my CPAP machine changed my life," Shatner said. "But I never really understood how important it was to clean it every day to prevent germs and bacteria. That's why I love my SoClean—it makes it simple to keep the CPAP sanitized."



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Nearly 1 billion people globally have sleep apnea, according to an analysis published in 2018 in the American Journal of Respiratory and Critical Care Medicine. Once diagnosed, the most commonly prescribed therapy is nightly use of a continuous positive airway pressure (CPAP) machine.

Robert Wilkins, CEO of SoClean, said: "As far more people around the world are diagnosed with sleep apnea and beginning CPAP therapy every year, there is a greater need for education around the disorder to help sufferers remain compliant with their life-saving therapy. As a SoClean ambassador, Mr. Shatner will help bring new awareness to this disorder so that more people can get the help they need and learn how to improve their CPAP experience."

SoClean's patented design and activated oxygen technology kills up to 99.9 percent of CPAP germs and bacteria in the mask, hose and reservoir without the need for disassembly, water or harsh chemicals.

As a global leader in automated CPAP cleaning, SoClean is constantly innovating to serve the ever-growing needs of the sleep apnea community in an ethical and progressive manner. The company has now expanded to Canada, United Kingdom, France and Germany with plans to open in Italy and Spain soon.

## About SoClean

SoClean Inc. is the creator of the world's first automated CPAP cleaner and sanitizer, an innovative device that naturally sanitizes CPAP equipment without the need for disassembly, water or harsh chemicals. It's the safer, healthier way to breathe cleaner and have a better CPAP experience. For more information, visit <http://www.soclean.com>.

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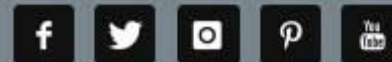
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